

NOV 25 1924

©Cl 2801 Title Page.

"HIGH GEAR"

A Photoplay in 3 reels

Directed by Archie Mayo.

Author of Photoplay Christie Film Co Inc. U S A X

11/9/24
NOV 25 1924

P R E S S S H E E T

Bobby Vernon Comedies

**Bobby
Vernon**



in

"HIGH GEAR"

©CIL 20801

Directed by Archie Mayo



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

1135

"HIGH GEAR" WILL KEEP YOUR PATRONS IN RIOTS OF LAUGHTER

Second Bobby Vernon Comedy Full of Thrills, Spills and Hilarity

Suffering tomcats, WHAT A COMEDY!

You can't begin to believe what a riot this new Bobby Vernon Comedy is going to be until you see it in your theatre and hear the customers howl with laughter. It's a real "wow" if there ever was one and it'll knock your patrons for a row of hilarious hysterics. Pardon the slang, but ordinary college English isn't strong enough for this one. Webster himself couldn't string together enough fitting adjectives to do this picture justice.

Bobby has certainly hit the bullseye of a one hundred percent comedy in "High Gear." It starts off with a rush, bursts into a laugh and winds up with a series of thrills, spills and comedy so funny that your house will be in spasms of laughter. Racing autos and airplanes supply the speed and thrills and Bobby Vernon contributes the comedy.

The Story

At the home of Henry DeTroit, a manufacturer of automobiles, Mr. DeTroit is bemoaning the fact that business is poor. He tells his daughter Mabel that unless one of his cars wins the coming road-race he may as well close his factory doors.

In the meantime Willie and his room-mate are out automobile shopping. Willie sits in the driver's seat

of a high-powered car and is fooling with the controls. The car leaps into motion and Willie is reminded of the fact that he can't drive.

The speedy car darts through traffic with the frightened Willie at the wheel. DeTroit sees it and figures he has at last located a dare-devil driver. Henry and his daughter approach the reckless driver and persuade him to pilot their car in the road race.

Mabel, knowing that Willie is a poor driver, engages McGurk, a world-famous driver, to relieve Willie after the first turn but they are unable to make the switch and Willie is forced to drive the race.

Mabel and McGurk dash to an aviation field and try to catch the car. Willie runs short of gas and refills his tank with ether, the fumes of which effectively put most of the other drivers out of the race and when he is overcome his own car runs away. He gets in an airplane which also runs away with him until he drops out with the parachute and lands in the run-away car. It stops dead, but a strong wind comes up, catches the parachute and drags Willie and the car—winners across the finish line just a few feet ahead of their nearest competitors. Willie wins the hand of Mabel, but only after he has promised her that the fastest thing he'll drive henceforth—is a baby buggy.



For Electro Order No. 3342-E
For Mat (Free) Order No. 3342-M

DON'T OVERLOOK FREE PUBLICITY

Are you overlooking the value of free newspaper publicity on your Short Subjects?

When you send your advertising copy in to your newspaper, be sure to include one or more of the advance publicity stories printed in this press sheet, together with one or both of the cuts or mats.

WHO'S WHO in "High Gear"

WillieBOBBY VERNON
MabelMarion Harlan
Henry DeTroit.....Lincoln Plumer
Directed by Archie Mayo

EXPLOITATION

"High Gear" is an auto-racing comedy and the big feature of the picture is a thrilling road race.

A racing car, or an ordinary car stripped of fenders, lights and other accessories, painted with a big numeral in imitation of a racing car and bearing banners announcing your showing will make an excellent street ballyhoo for this comedy. Equip the driver with the goggles and hood usually worn by racing drivers.

Use plenty of posters and other accessories in front of your house and in your lobby and park the racing car in front of the theatre when it is not in use.

The use of accessories on Short Subjects is as important as on the longer feature on your program and many times it is more important to use the posters and lobby display cards on the shorter pictures than on the longer ones. Usually the announcement of the feature is carried on your marquee lights and the only display possible for the Short Subjects is the posters or lobby cards.

PARAGRAPHS For Your Program

Additional attraction—Bobby Vernon's latest comedy, "High Gear"—it's a treat! Don't miss it!

Speed, thrills and side-splitting comedy aplenty in Bobby Vernon's latest two-reel comedy "High Gear." You'll laugh until your sides ache.

Clear the track! Here comes Bobby Vernon in "High Gear" the fastest, funniest comedy you've seen for months. At this theatre..... Don't miss it!

Two sizzling reels of fun and fast action. Racing autos, stunt flying planes and Bobby Vernon in a side-splitting mixture of thrills and laughs in "High Gear," a Bobby Vernon Comedy.

"HIGH GEAR" IS SPEEDY COMEDY OF AUTO RACING

Bobby Vernon's Second Picture a Half-Hour of Excellent Fun

(Newspaper review for use after showing of picture)

A two-mile-a-minute comedy called "High Gear" is convulsing the audiences at the..... Theatre this week with its two reels of thrills and side-splitting comedy. Hazardous and hilarious auto-racing, thrilling and laughable stunts in a runaway airplane and Bobby Vernon's inimitable comedy combine to make his latest picture a half hour of excellent comedy.

Bobby is cast as a young man who believes in safety first to the extent that he becomes a bore to his friends and even his fiancée tells him he is too slow. Through a combination of laughable circumstances, he finds himself enlisting as the driver of a high-speed racer in a road race and then has to drive the race.

All the skids and hair-pin turns of a real road race are duplicated. And Vernon is kidnapped by a runaway airplane and after wandering about the soaring plane in a dazed state, drops off in a parachute in the race and the hand of

his fiancée. Marion Harlan is seen as the fiancée. She is a newcomer to the Vernon company. She is a cousin of Kenneth Harlan and daughter of Otis Harlan.

HIGH GEAR IS VERNON'S BEST

(Newspaper review for use after showing of picture)

In addition to the feature, a very hilarious Bobby Vernon Comedy, "High Gear," rounds out the program at the..... Theatre this week. It is one of the best comedies Vernon has ever done and is replete with thrills.

Bobby Vernon, in the lead, is seen as a young man who unwillingly consents to drive a racing automobile and the comedy hinges on the mishaps that befall him during the race. Archie Mayo, the director, has injected some of the cleverest comedy gags seen on the screen in a long time into this comedy and the result is two reels of the kind of comedy that every patron enjoys thoroughly.

In the cast supporting Vernon is seen Marion Harlan, his new leading lady. William Irving, Lincoln Plumer and George Williams also have important roles.

BOBBY VERNON NOW IN TOP RANK OF SCREEN'S POPULAR COMEDIANS



BOBBY VERNON
and
MARION HARLAN
from
"High Gear"

O. 3437-E
No. 3437-M

Young Star at Best in Latest Comedy, "High Gear"

(Prepared as advance publicity story)

Since organizing his own producing unit, Bobby Vernon has filmed two high class comedies, the latest of which, "High Gear," will be at the..... Theatre....., indicates that this young comedian has already reached the topmost rank of the screen's funny men. "High Gear" will be an auto-racing comedy with a humorous plot for a basis and innumerable side-splitting gags thrown in for good measure.

The charming and versatile Marion Harlan will be seen in the leading feminine role. Miss Harlan is a cousin of Kenneth Harlan and a daughter of Otis Harlan, which indicates that she has every reason in the world for making a name for herself on the screen.

"High Gear" is said to be the best comedy in which Vernon has ever appeared.

RACING THRILLS NEW PICTURE

(Prepared as advance publicity story)

Proof that the average American is a thrill-seeker is evidenced by the fact that thousands are attracted annually by the big automobile racing classics.

Those who are unable to attend these thrilling races can thank Bobby Vernon for bringing an exciting race right to their very door-steps. Countless racing thrills are pictured in his latest Educational - Bobby Vernon Comedy, "High Gear," which will be at the..... Theatre.....

In addition to the thrills of the exciting road race, Bobby rented an airplane and did some hazardous stunts on the wings of the machine while it was thousands of feet in the air. The combination of hilarious comedy and thrills is said to have produced the funniest comedy in which Vernon has appeared.

aviator and his plane and proceeded to put even more thrills into his latest comedy. Incidentally, Vernon proved that he is a stunt man of no mean ability, for he performs acrobatics on the wings of the plane which will bring envy to all of the professional dare-devils who witness the picture. His risky sequence ended with a parachute drop from the speeding plane.

THRILLS GALORE IN NEW COMEDY

(Prepared as advance publicity story)

Thrills galore interspersed with a hilarious brand of humor makes the second Bobby Vernon Comedy, "High Gear," which will be at the..... Theatre..... one of the funniest comedies that the screen has offered in months.

A very thrilling and well photographed sequence in which Vernon executes many difficult stunts on the wings of an airplane is one of the features of the production.

CARS AND PLANES TO ADD THRILLS

(Prepared as advance publicity story)

Half a dozen racing cars and their drivers were employed to aid Bobby Vernon in filming "High Gear," the Bobby Vernon Comedy which will be at the..... Theatre.....

Not content with injecting all the thrills of the old-time road race, Vernon then engaged the services of an

FROM BROADWAY PALACE TO VILLAGE MOVIE SHOW EDUCATIONAL NAME IS REAL ADVERTISING ASSET

From the million dollar Broadway picture palaces to the twice-a-week village movie show Educational Short Subjects are known and welcomed by the picture going public. Years of consistent quality and national advertising have established for them an enviable reputation that is a real asset to the exhibitor who plays these pictures.

The exhibitor who runs the theatre seating thousands of people must be certain of his tactics. He can not afford to gamble for a mistake in judgment would result in the loss of thousands of dollars. On the other hand he must wring every possible cent of revenue from his theatre and that means he must coax every dollar he can into the box office. He does this by advertising his entire program and taking advantage of the drawing power of every single item on the bill.

The proprietor of the movie show at the cross-roads village is faced with the same problem. It does not

embrace the huge financial risk that the monstrous first run theatres offer, but it does concern something as important to him—his livelihood. He too must make his program draw as many people as possible and the same showmanship is shown in these smaller houses when the manager advertises the entire bill. It is good business anywhere from the greatest to the smallest houses in the country.

In "High Gear" you have an excellent attraction as well as an excellent comedy. Bobby Vernon is one of the most popular comedians on the motion picture screen and "High Gear" is one of the best, if not the best comedy he has ever made. Advertise it as a special attraction. It is strong enough, both in drawing power and in entertainment value, to carry your entire program.

Use the little "Ad" cuts illustrated below. They are made especially for your use in newspaper advertising.



One Column by One Inch Cut
For Electro Order No. 3438-E
For Mat (Free) Order No. 3438-M



Two Column by One and One-Half Inch "Ad" Cut
For Electro Order No. 3439-E
For Mat (Free) Order No. 3439-M

For Three Column Cut on Page One Order
Electro No. 3440-E Mat (Free) No. 3440-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

In high gear all the way! Bobby Vernon in the fastest and funniest comedy you ever saw in "High Gear."

* * *

Bobby Vernon in two reels of crackerjack comedy and thrills in "High Gear," his newest Bobby Vernon Comedy.

* * *

Two reels of the speediest comedy ever made—Bobby Vernon in "High Gear," crammed with laughs and thrills.

* * *

Bobby Vernon and Marion Harlan in "High Gear," the fastest, funniest and most thrilling comedy you ever saw. It's a Bobby Vernon Comedy.

* * *

Two reels of high-speed comedy, thrills and laughs in Bobby Vernon's great auto-racing comedy, "High Gear." A succession of thrills, cheers and laughs.

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress